# MARKET PROFILE: KENDALL SQUARE | 2013

Cambridge, Massachusetts

## **RETAIL POTENTIAL & EXPENDITURE LEAKAGE**

Based on Retail Industry Group, approximately .50 mile Radius

Retail Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Leakage	Surplus
Grocery Store	\$169,508,086	\$107,099,026	\$62,409,061	
Personal Services (Including Pharmacy & Spas)	\$99,532,291	\$63,879,019	\$35,653,272	
Full Service Restaurants	\$65,352,240	\$92,098,736		\$26,746,496
Office Supplies, Stationery & Gift Stores	\$9,225,685	\$8,612,767	\$612,918	
Sporting Goods/Hobby Stores	\$25,040,952	\$8,110,450	\$16,930,502	
Specialty Food Stores	\$8,558,934	\$4,003,649	\$4,555,286	

Description: Retail potential and expenditure leakage measures the volume of supply (actual retail sales of businesses to consumers) and the demand by households in the target area. Leakage in an area shows where a market's supply is less than demand, meaning that retailers outside the area are fulfilling the demand for retail products/services (i.e., it is leaking out of the area). Surplus in a district represents a situation where supply exceeds the area's demand, meaning that retailers are attracting customers that reside outside the trade area.

# **DEMOGRAPHICS**

2013 Estimated Data

### **POPULATION**

2013 Total	.50 mile radius		1 mile radius	
Estimated Total Population	6,520		57,149	
Ages 0-14	717	11%	4,572	8%
Ages 15-24	1,369	21%	12,573	22%
Ages 25-34	2,152	33%	18,288	32%
Ages 35-44	913	14%	7,429	13%
Ages 45-64	978	15%	9,144	16%
Ages 65+	391	6%	5,143	9%
Median Age	30.1		30.6	

#### **HOUSEHOLD**

2013 Total	.50 mile radius		1 mile radius	
Estimated Total Households	2,581		25,997	
One-Person	929	36%	12,479	48%
Two-Person	955	37%	8,839	34%
Three or more	697	27%	4,679	18%
Average HH Size	2.09		1.84	

#### **RACE**

2013 Total	.50 mile radius		1 mile radius	
White	3,586	55%	40,004	70%
Black/African				
American	978	15%	5,143	9%
Asian	1,369	21%	8,572	15%
Other	261	4%	1,715	3%
Two or More Races	326	5%	1,715	3%

# **HOUSEHOLD INCOME**

2013 Estimated Data

	.50 mile radius	1 mile radius	2 mile radius
Average Household Income	\$87,379	\$104,111	\$92,712

# **2013 HOUSEHOLDS BY INCOME**

(.50 mile radius)

■Less than \$15,000 (16%)

**\$15,0000-\$24,999 (8%)** 

**\$25,000-\$34,999 (11%)** 

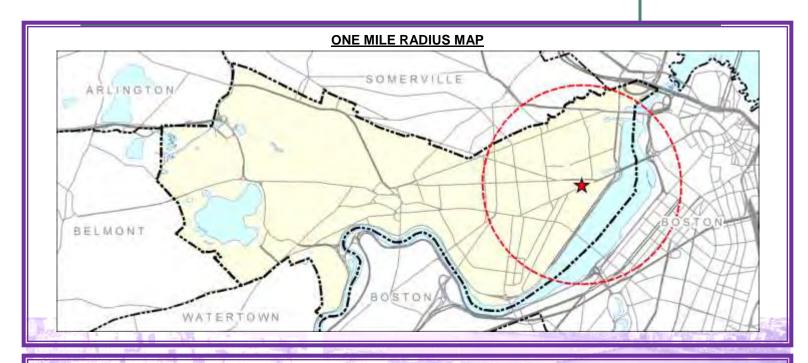
**\$35,000-\$49,999 (11%)** 

**\$50,000-\$74,999 (12%)** 

**\$75,000-\$99,999 (11%)** 

**\$100,000-\$149,999** (16%)

■ Greater than \$150,000 (15%)



# **WORKPLACE POPULATION**

	.50 mile radius	1 mile radius	
Estimated Employee Population	17,637	68,000	
Employee/Residential Population Ratio	2.70	1.19	
MIT Student Population	11,189 (2012-2013)		
WIT Student Population	11,100 (	2012 2010)	

## TRANSIT INFORMATION

1-mile Radius

7 MBTA Bus Lines run through the Kendall Square District and 3 MBTA Subway Stops: Kendall and Lechmere

Kendall Square Redline Station Weekday Ridership (2009):

Entries: 13,975 Exits: 14,396

Central Square Red Line Weekday Ridership (2009)

Entries: 14,531 Exits: 6,806

Lechmere Green Line Weekday Ridership (2009)

Entries: 6,645 Exits: 2,480

EZ Ride Average Daily Ridership: 2,081 (2012)

For more information on Cambridge Commercial Districts or assistance with Site Search, please contact the Economic Development Division at 617-349-4654 or via the web at:

http://www.cambridgema.gov/business.

Report prepared by the Community Development Department, City of Cambridge.

Source: Community Development Department calculations are based on data from ESRI provided through ESRI, Duns & Bradstreet, US Census Bureau, and data gathered by Economic Development Division.

The accuracy and completeness of the data is not herein guaranteed or warranted, and the Community Development Department is not making any express or implied representation of warranty about the fitness of the data and reports for any particular purpose.